

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted July 8-11, 2010 with a random sample of –1,020—adults, aged 18+, living in the continental U.S., selected using random-digit dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is ±4 percentage points.

For results based on the sample of –528—national adults in Form A and –492—national adults in Form B, the maximum margins of sampling error are ±5 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the age 18+ non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

8. In your view, should immigration be kept at its present level, increased, or decreased?

	Present level	Increased	Decreased	No opinion
2010 Jul 8-11	34	17	45	4
2009 Jul 10-12	32	14	50	5
2008 Jun 5-Jul 6	39	18	39	3
2007 Jun 4-24	35	16	45	4
2006 Jun 8-25	42	17	39	2
2006 Apr 7-9	35	15	47	4
2005 Dec 9-11 ^	31	15	51	3
2005 Jun 6-25	34	16	46	4
2004 Jun 9-30	33	14	49	4
2003 Jun 12-18	37	13	47	3
2002 Sep 2-4	26	17	54	3
2002 Jun 3-9	36	12	49	3
2001 Oct 19-21	30	8	58	4
2001 Jun 11-17	42	14	41	3
2001 Mar 26-28	41	10	43	6
2000 Sep 11-13	41	13	38	8
1999 Feb 26-28 ^	41	10	44	5
1995 Jul 7-9	27	7	62	4
1995 Jun 5-6	24	7	65	4
1993 Jul 9-11	27	6	65	2
1986 Jun 19-23 †	35	7	49	9
1977 Mar 25-28	37	7	42	14
1965 Jun 24-29	39	7	33	20

^ Asked of a half sample.

† CBS/New York Times poll.

9. On the whole, do you think immigration is a good thing or a bad thing for this country today?

	Good thing	Bad thing	Mixed (vol.)	No opinion
2010 Jul 8-11	57	36	4	2
2009 Jul 10-12	58	36	3	3
2008 Jun 5-Jul 6	64	30	4	2
2007 Jun 4-24	60	33	3	4
2006 Jun 8-25	67	28	4	1
2005 Jun 6-25	61	34	3	2
2003 Jun 12-18	58	36	4	2
2002 Jun 3-9	52	42	4	2
2001 Jun 11-17	62	31	5	2